MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

BMK3074 – GLOBAL MARKETING

(All sections / Groups)

6 JULY 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE (1)** page *(excluding this cover page)*.
2. Essay questions. Answer ALL questions.
3. The total marks for this exam are **100 marks**.

Answer all the questions.

QUESTION 1

Companies entering emerging markets for the first time must exercise particular care in choosing a channel intermediary. Generally, a local distributor is required. What are some of the guidelines that should be considered in selecting a distributor to avoid any problems? (20 marks)

QUESTION 2

Since the "message" is at the heart of advertising, discuss how creative strategy and different types of appeals can be created in global advertising. (20 marks)

QUESTION 3

Describe the guidelines that can assist marketing managers in their efforts to establish global brand leadership. (20 marks)

QUESTION 4

McDonalds and other fast-food restaurants have benefitted by using franchising as a mode of entry into different countries. What are the benefits of franchising and how does it differ from other modes of entry? (20 marks)

QUESTION 5

Direct marketing and mass marketing are becoming a very popular method for communicating with consumers. Giving reasons for their worldwide popularity, show the differences between direct and mass marketing. (20 marks)

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